Writing for specific goals: Engagement/sharing

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Writing to get engagement

- Engagement is the next level beyond reading or watching something, because it includes likes, shares, and comments
- The more engagement you get on your content, the more people will end up seeing it
- People are more likely to engage on a post with more likes and comments, because they need social proof first
- Getting comments also helps you understand your audience and their needs better
- Strategies for getting more engagement:
- **#1 Offer free stuff in addition to your free content - like a free pdf, or a free subscription to your software**
- **#2 Ask for readers' opinion at the end of a post that presents both sides of a topic**
- **#3 Give it a great title to make people click the link**

  - 8-12 words
  - ask a question
  - be clear about what the article is about

- dial up the drama with unusual adjectives
- try the “Linkbait Title Generator” to get some crazy titles and adapt them to your needs
- don’t be misleading

- **#4 Link to others or mention them in your post**

- Research shows that there’s very little correlation between what people share online and what they actually read

- It’s important to get people to share your article, even if they don’t read it, because the goal is to get more exposure

- **Why people share things:**
  - to help out the person who made it
  - they know someone will appreciate it
  - to confirm an opinion they have
  - as a reflection of who they are or who they want to be
  - the content is entertaining in some way

- Keep these reasons in mind when you create your content